

IN THE ABSTRACT

Please substitute the following Abstract for the Abstract contained in the application.

---Abstract of the Disclosure

Contents specified by an EMM and EMM update information for updating an expiration date are associated with an advertisement. EMM is updated when the advertisement is viewed so as to allow the contents specified by the EMM update information to be viewed. This ensures that a viewer views the advertisement in order to view the contents free of charge. Since an expiration date is set for viewing the contents which is allowed by viewing the advertisement, it is necessary to view a latest advertisement so that the contents viewing time point is included within the expiration date. As a result, it is possible to ensure that the latest effective advertisement is viewed when contents are viewed.---